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PATENT
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: John E. Montague Examiner: Shaffer, Eric T.
Serial No.: 09/604,503 Group Art Unit: 3623
Filed: June 27, 2000 Docket: 8636
Title: METHODS AND SYSTEMS FOR OPTIMIZING A CAMPAIGN

APPOINTMENT OF ASSOCIATE REPRESENTATIVES

Commissioner for Patents
Washington, D.C. 20231

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Serial Number: 09/649698

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Title: METHODS AND DATABASE FOR EXTENDING COLUMNS IN A RECORD

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to act as associate attorneys, and empowers the associate attorneys to receive all correspondence from the U. S. Patent and Trademark Office, to amend the specification and drawings, to prosecute the application; and ratifies any act done by the associate in respect of the application.

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CERTIFICATE UNDER 37 CFR 1.8: The undersigned hereby certifies that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail, in an envelope addressed to: Commissioner of Patents, Washington, D.C. 20231, on this 27th day of May, 2003.

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